



新華文軒出版傳媒股份有限公司

XINHUA WINSHARE PUBLISHING AND MEDIA CO., LTD.*

(a joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock Code: 811)

REPLY SLIP FOR THE 2019 ANNUAL GENERAL MEETING TO BE HELD ON 21 MAY 2020 (For H Shareholders)

To: Xinhua Winshare Publishing and Media Co., Ltd.* (the "Company")

Name(s) and registered address(es) of shareholder(s)^(Note 1): _____

Number of shares held: _____ shares of RMB1.00 each in the share capital of the Company.

I/We intend to attend or appoint a proxy or proxies to attend the 2019 annual general meeting (the "2019 AGM") or any adjournment thereof of the Company to be held at Sichuan Xinhua International Hotel, No. 8 Guzhongshi Street, Qingyang District, Chengdu, Sichuan, the People's Republic of China (the "PRC") at 10 a.m. on Thursday, 21 May 2020.

Date: _____

Signature of shareholder(s): _____

Name of shareholder(s): _____

Notes:

1. Please insert full name(s) and registered address(es) (as shown in the register of members of H shares of the Company) in **BLOCK LETTERS**.
2. This completed and signed reply slip should be delivered by hand or by post to the Company's Hong Kong H share registrar, Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong no later than 4:30 p.m. on Wednesday, 29 April 2020. In order for the H shareholders to qualify for attending and voting at the AGM, all transfer documents accompanied by the relevant share certificate(s) must be delivered to the Company's Hong Kong H share registrar, Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong for registration no later than 4:30 p.m. on Tuesday, 21 April 2020.